WHAT IS CLAIMED IS:

1.   An e-commerce catalog capable of offering a plurality of products for a vendor to prospective customers, comprising:
       a master targeted product set of selected products that is not to be available to non-targeted customers; and
       a targeted product set for a targeted customer.

2.   The catalog of claim 1 wherein said catalog further comprises:
       a non-targeted product set available to targeted customers.

3.   The catalog of claim 2 wherein said non-targeted product set is available to public customers.

4.   The catalog of claim 3 wherein said catalog presents views of products from targeted product sets to respective targeted customers.

5.   The catalog of claim 4 wherein said catalog presents a view of products from non-targeted product sets to targeted customers.

6.   The catalog of claim 5 wherein said catalog presents a view of products from non-targeted product sets to public customers.

7.   The catalog of claim 1 wherein said master targeted product set is determined in accordance with terms and conditions of trading agreements between said vendor and said targeted customers.

8.   The catalog of claim 7 wherein each said targeted product set is determined in accordance with the terms and conditions of a trading agreement between said vendor and a respective targeted customer.

1   9.   A method of providing an e-commerce catalog capable of offering a

2   plurality of products for a vendor to prospective customers, comprising the steps of:

3   providing for said catalog a master targeted product set of selected products

4   that is not to be available to non-targeted customers; and

5   providing for said catalog a targeted product set for a targeted customer.

1   10.   The method of providing an e-commerce catalog of claim 13 further

2   providing for said catalog a non-targeted product set available to targeted customers.

1   11.   The method of providing an e-commerce catalog of claim 10 wherein

2   said non-targeted product set is made available to public customers.

1   12.   A computer program product for implementing an e-commerce

2   catalog, capable of offering a plurality of products for a vendor to prospective

3   customers said computer program product comprising a computer usable medium

4   having computer readable program code means embodied in said medium, and

5   comprising computer readable program code means for providing:

6   a master targeted product set of selected products that is not to be available to

7   non-targeted customers; and

8   a targeted product set for a respective targeted customer.

1   13.   The computer program product for implementing an e-commerce

2   catalog of claim 12 wherein said catalog further comprises computer readable

3   program code for providing a non-targeted product set available to targeted

4   customers.

1   14.   The computer program product for implementing an e-commerce

2   catalog of claim 13 wherein said non-targeted product set is available to public

3   customers.

1   15.   The computer program product for implementing an e-commerce

2   catalog of claim 14 wherein said catalog presents views of products from targeted

3   product sets to respective targeted customers.

1   16.   The computer program product for implementing an e-commerce

2   catalog of claim 13 wherein said catalog presents views of products from targeted

3   product sets and non-targeted product sets.

1   17.   The computer program product for implementing an e-commerce

2   catalog of claim 12 wherein said master targeted product set is determined in

3   accordance with terms and conditions of trading agreements between said vendor and

4   said targeted customers.

1   18.   The computer program product for implementing an e-commerce
2   catalog of claim 17 wherein each said targeted product set is determined in
3   accordance with the terms and conditions of a trading agreement between said vendor
4   and a respective targeted customer.

1   19.   The computer program product for implementing an e-commerce
2   catalog of claim 18 wherein catalog pricing of products from said master targeted
3   product set is determined in accordance with terms and conditions of trading
4   agreements between said vendor and said targeted customers.

1   20.   The computer program product for implementing an e-commerce
2   catalog of claim 18 wherein catalog pricing of products from said targeted product
3   sets is determined in accordance with terms and conditions of trading agreements
4   between said vendor and respective targeted customers.